



Journalism and Mass Communication
Advance Diploma Syllabus
ADJMC

Netaji Subhas Open University

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COURSE NAME: Advance Diploma in Journalism & Mass Communication

COURSE CODE: (ADJMC)

Total Marks – 600 Marks

PAPER-1 Mass Communication (100 marks)

Module -1 Basics of Communication

1. Concept, Definition, Elements. Functions and History of Human Communication ; Verbal Communication & Non-Verbal Communication; Interpersonal, Intrapersonal , Group & Mass Communication – Feedback and Evaluation of Communication Effects – Traditional forms of Oral & Visual Communication.

2. Communication models: SMR,SMCR, Shannon-Weaver, Lasswell, Osgood, Dance, Gerbner, Newcomb, Westley & Maclean-Gatekeepers- Communication& Socialization

Module –II Media Theory & Mass Communication

3. Media Systems & Theories- Social Scientific, Normative, Everyday Theories- Normative theory: Authoritarian, Utilisation, Socialistic, Social responsibility, development participatory etc. - media as public force- media in Business & Markets.

4. Nature & Process of Mass Communication – Media of Mass Communication , Characteristics & typology of audiences etc. media Communication – Media and Women, Human Rights and Environment.

Module- III Communication & Society

5. Concept & Theory of Development Communication- Planning & implementation of Communication strategy for Development- Dominant Paradigm Development Support Communication- Alternative Paradigm.

6. International Communication – Concept – Origin & Development- Role of league of Nations, UN,UNESCO, legal , ethical & cultural issues-NIEO & NIICO-McBride Commission-NAM News Pool- New Challenges- Political & Social.

Module –IV Communication, Culture & New Technologies

7. Inter-Cultural Communication-distinction process –modern media as vehicles of intercultural communication – barriers – religions, political & economic pressures; folk culture, intercultural conflicts and communication- Mass Media & Mass Culture – Globalization: Infotainment & Impact of New Technology.

8. New Media Technology – CT : Concept & Scope – CT & IT :- Convergence –End of Mass Communication Internet: concepts, application and potential of Internet.

PAPER –II: Reporting & Post Reporting (100 marks)

Module -1: Reporting

Unit-1: News : Definition, Meaning and Concept- sources , different types of news , changing pattern of news coverage , style and approach , writing intro asking six basic questions- who, what, when, where , why and how.

Unit 2: Areas: Political, legislative, civic and social life , crime and corruption , law court , economic, business and industry , development , sports and fashion , science , environment and ecology, health.

Module –II

Unit -1: Nature: Incident and Spot News (disaster, accident, riots, war, conflict and tension etc), Press Conference, Investigative reporting, Interpretative reporting.

Unit -2: Feature Writing, Human stories, Reviews, Music, Book, Cinema, Drama, Exhibitions etc), Interviews, handling of scoops and Exclusives, Concept of Photo Journalism, Caption writing.

Module –III: Post Reporting

Unit -1: Function: Editor, Executive Editor, Assistant Editor, News Editor, Chief Sub Editor, Chief Reporter, Special Correspondents, Sub –editors, reporters and correspondents, columnists etc Selection of copies, processing of news, uniform style of writing, sense of display of news meaning

Unit-2 : Editing: Knowledge of Typography, Headlines, Dummy Page Make Up, Proof – reading, layout, Photo Display , Editing of news from News agencies , Graphics , Magazine editing, symbols , tools , Lead, Body and Paragraphing

PAPER -III: The Radio and TV(100 marks)

Module-1:

Unit-1: History of Radio and Television in brief. What is Electronic News? Assessing the value of being fair and unbiased and understanding need for credibility.

Unit-2: Production overview, types of Programmes including news & Current Affairs, selecting target rating and assessment Mood management.

Unit-3: Microphones and their uses, sound effects and music. Creative use of visuals & unconventional delivery of news.

Module –II

Unit -1: Looking beyond the obvious , developing a visual language and painting a picture verbally.

Unit-2: Ethics and law

Unit-3: Script writing techniques, holding audience attention, writing commentary to picture.

Module –III:

Unit-1: Costs, assessment and resources

Unit-2: Eye for News-Nose for News, Brain Storming, research and lateral thinking, assessing strengths and weaknesses.

Unit-3: Stress and Time Management and dependability on team.

Module-IV:

Unit-1: Lenses- Distance, Perspective, Changes.

Unit-2: F-stops, Creative Focus

Unit-3: Filters and Lens Attachments.

PAPER-IV Group A: Computer Application (50 marks)

Computer and its different components- An Overview, Computer Operations and related topics, Operating Systems and Programming language – An Overview, What is Network and how it works – An overview, using Internet and searching through Internet, E-mail, F.T.P, What is Web Page and how it is designed, Non-linear Editing, Photo Editing with Photoshop, Sound Recording and Sound Editing, Presentation and Editing of relevant Information.

Group B Media law & Ethics (50 marks)

Media Laws

Module-1

Constitution of India- Fundamental Rights- Freedom of Speech and their limits- Right to Information- Provisions of declaring emergency and their effects on media – Provisions for legislature reporting – Parliamentary Privileges and Media – Contempt of Court- specified Press laws, Press and Registration of Books Act 1867, Official Secrets Act 1923- laws of obscenity- IT & CT Legislatures – Cable TV Act 1995- Media & Working Journalist Public Legislation.

Ethics

Module-II

Media 's ethical problems including privacy, Right to reply, communal writing as seller's freedom- Code of Journalistic ethics- Press Council of India – Press & Responsibility – codes for Radio and Television – Accountability and in dependence of the press. Freedom of the Press as fundamental rights – Press Commissions- Recommendations of the Press Commissions.

PAPER V- WORKSHOP

First part- written (50 marks)

1. Writing a Report
2. Writing an Editorial
3. Writing a New Feature
4. Writing News script for Radio
5. Writing News Script for T.V

Second part - Video Documentary – 30 marks and viva voce- 20 marks

PAPER VI – Special Paper (Any one of the following)

- a. Community Media Management
- b. Advertising & Public Relations
- c. Film Studies

a. Community Media Management

Module -1

Unit-1: What is Community? Information needs for Community, Community Media and their influence in Society.

Unit-2: Community Mass Media – Types, Characteristics.

Unit-3: Community Newspaper. How to Design it. How to write for a Community Newspaper.

Unit-4: Managing Community Newspaper . Space Selling and Circulation building.

Module-II

Unit-1: Cable TV Network for a Community. Its Role and Functions.

Unit-2: Managing a Cable TV Network within a Community.

Unit-3: Programme ,Preparation and Telecasting

Unit-4: Marketing technique for a Community Cable Television , Space and Time Selling.

b. Advertising & Public Relations

Module-1: Advertising

1. Evolution and month of Advertising – Definitions Types – relevance of Advertising in the Marketing Mix- Advertising as an Industry , Profession art from- current trend- social and cultural contact- National and Global Scenes.
2. Advertising agency – functions Types – Management – Ad agency and Media client Agency relationship- various Specialist departments in an Ad agency – Account Planning – Account Servicing, Creative, Media Planning, HRD, etc- DAVP, ABC, and NRSC.
3. Brand Building and Brand Positioning- Role of Advertising in Brand Building- Definition & concepts – components of a Brand: Importance of Brand Poller – Brand strategy & structure – case studies.
4. Advertising Research – Importance Pre and Post testing & ads – research strategies.
5. Media Planning – components drawing up the plan – setting objectives – defining strategies- selecting appropriate media vehicles- scheduling follow up.
6. Writing for Print- Headlines- slogans- use of appeals- copy styles- design & layouts & Typography- Graphics- Writing different kinds of copy.
7. Writing for Radio & for acts- scripting guidelines – story board- matching message to medium – online ads.
8. Mass media laws commencing advertising- apex bodies in Advertising – AAI, ASCI etc. – code of conduct- INS codes etc.

Module-II : Public Relations

9. Public Relations- concept & scope – evolution & history – development in India- recent trends.
10. PR and allied disciplines (Publicity, Propaganda, Public affairs, Lobbying)
11. Symmetrical and asymmetrical theories of PR law and ethics of PR (Defamation, Copy right, Invasion of privacy, PRSI code of Ethics, international experiences)
12. Duties and responsibilities of PR Person – PR consultancy/ Agency

C. Film Studies.

Module-1:

Early stage of Cinema, Early stage of Hollywood, Soviet Masters, Indian Cinema, New Cinema.

Module-II:

Cinema as a medium of Mass Communication, Language of Cinema.

Module-III:

Shots, Camera, light in films, Editing of films, Sound in Films.

Module-IV:

News Film Magazines and News Reels, Documentaries Verite Direct cinema, Advertising films.

Suggested Readings:

PAPER-1 Mass Communication

- 1) McQuail's Mass Communication Theory (4th and 5th Edition): Denis McQuail
- 2) Communication for Development in the Third World: Srinivas Melkote and H. Leslie Steeves
- 3) India's Communication Revolution: Arvind Singhal and Everett Rogers
- 4) Mass Communication Effects: Joseph Klapper
- 5) গণজ্ঞাপন : ড. পার্থ চট্টোপাধ্যায়
- 6) জ্ঞাপন ও গণমাধ্যম : ড. বৈদ্যনাথ ভট্টাচার্য

PAPER –II: Reporting & Post Reporting (100 marks)

- 1) Professional Journalists: John Hohenberg
- 2) Into The Newsroom: Leonard Ray
- 3) Professional Journalism: M.V. Kamath
- 4) Reporting Manual: Sourin Banerjee
- 5) News Reporting and Editing: K.M. Srivastava

PAPER -III: The Radio and TV(100 marks)

- 1) Broadcast Journalism: An Introduction to News Writing: Mark W. Hall
- 2) Radio and Television: K.M. Srivastava
- 3) Television: A Critical Review: Horace Newcomb

PAPER-IV Group A: Computer Application (50 Marks) & Media Laws and Ethics(50 Marks)

- 1) Introduction to the Constitution of India: D.D. Basu
- 2) Bharatiya Sangbidhan Parichay: D.D. Basu
- 3) Bharater Press Ain: Banshi Manna

PAPER VI A. Community Media Management

PAPER VI B. Advertising & Public Relations

- 1) Advertising: Frank Jefkins
- 2) Advertising: James S. Norris
- 3) Brand Positioning: Subrato Sengupta
- 4) Handbook of Public Relations and Communications: Phillip Lesly
- 5) Practical Public Relations: Sam Black
- 6) Public Relations in India: J.M. Kaul
- 7) Jana Sanjog: Samar Basu

PAPER VI C. Film Studies

- (1) Our Films Their Films: Satyajit Ray
- (2) How to Read a Film: James Monaco
- (3) The Inner Eye: Satyajit Ray